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Fitchett

Dahlias

JANESVILLE, WISCONSIN



Modesty forbids

that we mention it here—but
just turn to page 2.

1933

Fitchett

Dahlias

We invite you to visit
our gardens
during the blooming season
from August first until frost.

Fitchett Dahlia Gardens

Established 1900

J. T. FITCHETT, Proprietor

735-737 Milton Ave.

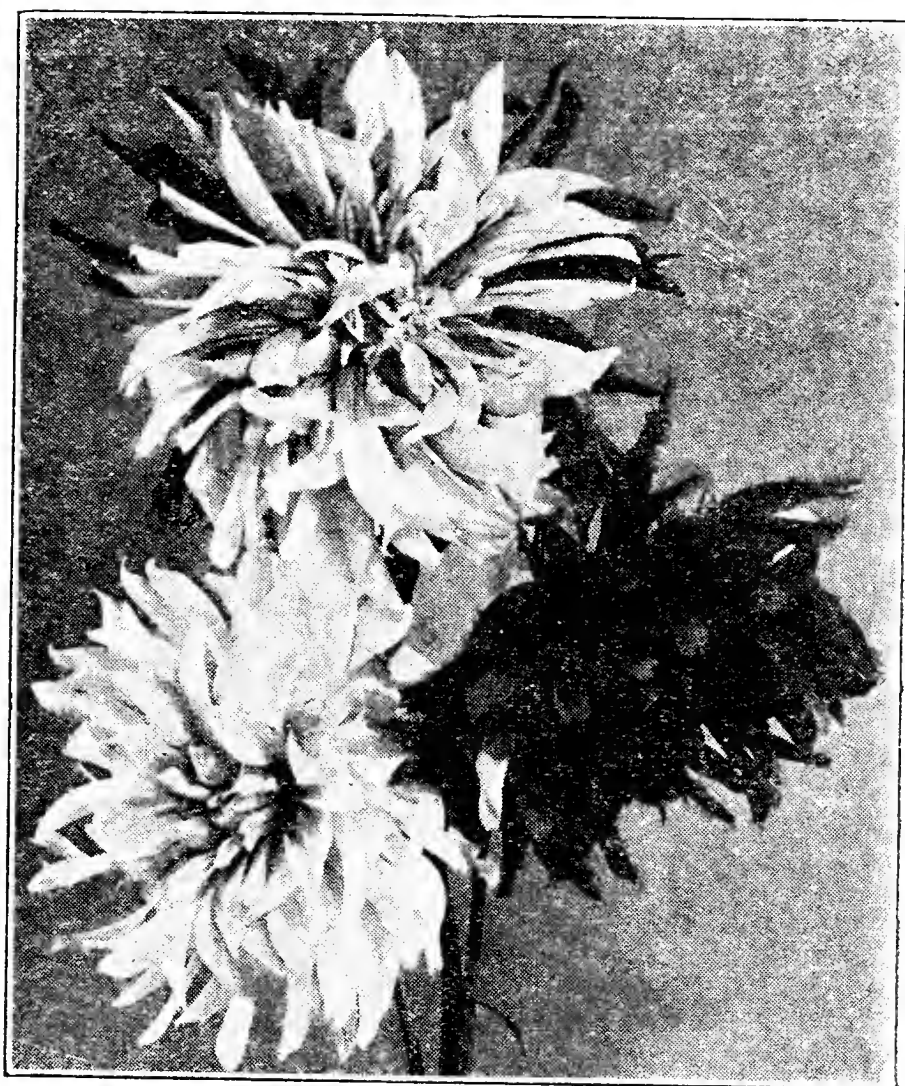
JANESVILLE,

WISCONSIN



*Silver Medal of the American Dahlia Society
awarded to
Fitchett Dahlia Gardens
for best commercial display at
Central States Dahlia Society Show
Chicago, September, 1932*

*Charter Member
American Dahlia Society
Central States Dahlia Society
Dahlia Society of Wisconsin*



ELIZA CONAN

The above cut, from a photograph taken late in October, gives a very good idea of the beautiful formation and blending of white and deep ruby-crimson. It is a seedling originated by Mr. C. T. Connell, who has been a part of "Fitchett Dahlias" almost from their beginning.

The official American Dahlia Society description is: "Cactus incurved and open center. Petals, base dahlia purple shading into amaranth purple and pomegranate purple (only a touch) rest of petals white. Very striking contrasts."

This variety was very favorably received both at Wisconsin State Fair and at the Central States Dahlia Society Show in Chicago.

It was named in honor of the late Mrs. Eliza Conan, an old and highly esteemed resident of Milwaukee, who in early days made her home in Janesville.

Price, field grown roots, \$3.00.

NEWER VARIETIES

We are trying out a number of the newer ones, several of them Honor Roll of last year, and invite you to come and see them in the garden.

SEMI CACTUS

Amelia Earhart—A sensation at the larger shows last year. Apricot buff, with primrose shading at base of petals.

Eagle Rock Wonder—Large, reddish orange.

Satan—Flaming red with touch of gold at center.

Star of Bethlehem—A free blooming pure white.

Aiko—Brilliant carmine.

INFORMAL DECORATIVE

Florence Louise—Pale sulphur. Heralded as one of the coming dahlias.

Alice Stellick—Crimson carmine with white stripe.

Kaweah—Large, rose cerise shading to cardinal center.

Lady Lyndora—Delicate pastel pink.

FORMAL DECORATIVE

Golden Goblin—Golden ochre, large.

Salem Pride—Reddish violet, with a white tip.

Nathan Hale—A rich autumn bronze. Large and dependable.

Roseata—Soft pink, suffused salmon. A fine keeper.

INFORMAL DECORATIVE

Fully double flowers. Floral rays generally long, twisted or pointed and usually irregular in arrangement.

Altamont—A tall plant. Flowers are good keepers, rose pink, deepening to American Beauty rose at center. 75c.

Andrea Ericson—Most easily described by calling it a white Fort Monmouth, with heavier petals. Needs slight shade in hot weather to reach its best. \$4.00.

Ann Rutledge—Glowing cerise shaded orchid, with mallow pink reverse. Unusually good stem. A dahlia of exceptional merit and worthy of the name of Lincoln's sweetheart. \$1.50,

Arbutus—Formerly classed as a hybrid cactus. A good flower of an arbutus pink color. \$1.00.

Aztec Glory—Medium height plant, a healthy grower and prolific bloomer. Color, a clear golden yellow that glistens in the sunlight. \$2.00.

Bagdad—Brilliant scarlet flame. Long stems, a good bush growth and a good bloomer. \$3.00.

Barbara Redfern—One of California's best introductions. Color, old rose and old gold. The long petals, with a slight twist, show both colors. A healthy grower and continuous bloomer, with good stems. \$1.00.

Charles Stratton—Canary yellow with a very slight suffusion of lavender. \$1.00.

Chemar's U. S. A.—Apricot buff, suffused gold. Color of old U. S. A. but with a perfect center and good stem. \$1.50.

City of Trenton—An Autumn colored dahlia of wonderful beauty. Rich glowing tangerine, reverse strawberry red. Large flower with a full high center. \$2 00.

Claude Harlan—Large blooms of soft bluish lavender, petals waved. Free flowering. \$1

Earl Williams—Brilliant crimson and white. An attractive flower, but variable in color proportions. \$1.00.

Elizabeth Harding—Ashes of roses, suffused orchid, pale yellow at base of petals. \$3.00.

Eliza London Shepard—Bright golden orange apricot so blended as to make a one-tone very attractive flower. Large blooms of good substance on long, stiff stems. \$3 00.

Eagle Rock Fantasy—Beautiful in form and color. Clear mallow pink with silvery shadings. Florets are broad, tapering and notched at tips. \$5.00.

- Fort Monmouth**—One of the giants that has made a good record since its introduction a few years ago. The color is a bright crimson maroon, and the petals are quite narrow. \$1.50.
- Francesca**—Large blossom with long narrow wavy petals. Rose heavily suffused with gold toward the center and with violet at the tips. \$1.50.
- Galli Curci**—An immense bloom of rich bronzy gold. A vigorous grower. \$2.00.
- Good Night**—Oxblood red shaded maroon. Good throughout the season. An early and profuse bloomer. \$2.00.
- Hathor**—Vivid coloring, not red but a soft flame, shading to yellow at extreme base of the broad, pointed petals. \$1.00.
- Insulinde**—A distinct type of flower borne erect on stiff stems, with rather long twisted petals. Color, golden ochre with salmon red suffusion. Very effective with red oak leaves. \$1.00.
- Islam Patrol**—Dark velvety crimson-scarlet, tipped and flushed with gold. An early and striking variety \$1.00.
- Jack O'Lantern**—Makes a bright spot in the garden. Petals are wide and twisted, brilliant orange red, tipped gold at center of flower. \$1 00.
- Jane Cowl**—This magnificent decorative is, without doubt, the outstanding dahlia that has been produced since Jersey's Beauty. A prize winner in all parts of this country and also in the foreign shows. Color, a glistening bronzy buff and old gold, blending to a deeper shade toward the center of the perfect flower. The plants are always covered with immense blooms, held perfectly erect on long stiff stems. We have the best stock we have ever had of this variety and offer roots at \$1.00 each or three for \$2.00.
- Jersey's Masterpiece**—Strawberry pink suffused gold at base of petals. Bold, outstanding variety. \$2.00.
- Jersey's Sovereign**—Salmon orange flowers of fine form and substance. 75c.
- Josephine G.**—True rose pink, fluted petals tipped pinard yellow. A very attractive flower due to its upright blooms and splendid habit of growth. \$3.00.
- Kathleen Norris**—Rose pink, deepening later to mallow pink, central petals lighter. Petals are broad and overlap each other with twisted tips. \$2.00.

Kemp's Violet Wonder—Best violet colored dahlia to date. Deep lavender reverse. \$1.50.

King of Autumn—A beautiful Holland variety. Buff yellow suffused with terra cotta. Very often comes semi-double, but can be a perfectly wonderful double. Beautiful in either form. \$1.00.

King Midas—Claimed to be the greatest of all golden yellows and one of the six greatest of all exhibition dahlias. Stems are long, stiff and straight. \$1.50.

Lillian Baldwin—A good keeping variety. Crushed strawberry or rose pink. \$1.00.

Lenore Woolams—Pure Tyrian rose of good size. A western prize winner of exceptional merit. \$1.50.

Mabel Thatcher—Wide petaled buff yellow. 50c

Marechan—Loosely built light yellow. \$1.00.

Margaret Woodrow Wilson—A large blossom with good stem. Cream white with phlox purple reverse. 75c.

Marion Meachen—Giant irregular flowers of primrose with soft apricot edge. \$1.00.

Marmion—Large full flower on good stem. Golden yellow tinted bronze. \$1.00.

Maryland—Beautiful large flowers on long graceful stems. Silvery mauve, suffused flesh pink. \$1.00.

Masterpiece—The ray petals opening first give the impression of a trumpet narcissus bloom. Tan and old gold. 50c.

Miss Longview—Canary yellow, reverse jasper red, which suffuses the outer rows of petals. \$1.00.

Mrs. Alfred B. Seal—Pure, glowing old rose, a large flower of great depth on a robust plant. Has won a number of prizes in the west, where it originated. \$2 00.

Mrs. Eleanor Martin—A beautiful mulberry suffused with gold. California prize winner. \$1.00.

Nature's Masterpiece—A beautiful blending of old rose, cinnamon and bronze, suffused with mulberry. Large flowers and good stems. \$1.50.

Patrick O'Mara—Medium sized flower of rich Autumn tints. Orange buff with slight shading of Neyron rose on edges. 50c.

Paul Michael—An immense flower of bright apricot and bronze shading. Good stem. Claimed to be the best in its class. 75c.

Prince of Persia—Iridescent rich glowing crimson. Petals long and of good substance. \$3.00.

Polar Star—Large, pure white, of fine form on long stems. 75c.

Rookwood—Bright cerise rose: shows well under artificial light. Plant low and branching, flower held well above the foliage. Petals are curled and twisted. \$1.50.

Santa Anna—A beautiful salmon rose, suffused with gold. \$1.00.

Seal's Californian—A bold and attractive flower, golden yellow at the center, with a suffusion of red-amber on the reverse and through the outer petals. \$1.00.

Sharazad—Deep pink, large and sturdy. \$5.00.

Sioux—Tall, strong growing plant carrying rich, red flowers of excellent substance. A real "he-man" flower. \$1.00.

Spirit of St. Louis—Deep American Beauty rose color. Will not fade or burn in the sun. Free bloomer. \$1.50.

The Grizzly—Shaggy, velvet maroon. Very free bloomer. \$1.00.

Watchung Wonder—Royal red, with a touch of gold at the center. Probably one of the largest flowers grown. Was quite a sensation in our garden last year. Unusual keeping qualities. \$3 00.

World's Best White—Immense blooms of deep creamy white, erect on good stems. One of the best of the large whites for exhibition. \$1.00.

FORMAL DECORATIVE

Fully double flowers. Floral rays generally broad, either pointed or rounded at the tips, outer ones tending to recurve and central ones tending to be cupped. A somewhat regular flower.

Asbury Park—Strawberry red, shaded salmon and old gold. Large, vigorous grower with excellent stems. \$5.00.

Avalon—Good even in a dry season. Chrome yellow. Stems equal to Jersey Beauty. Ideal in every way. 75c.

Bashful Giant—Apricot with golden shadings. A giant in size, but too bashful to hold up its head. 50c.

Bertha Butterfield—Clear canary flowers on long sturdy stems. 75c

Calumet—Long stemmed flowers of chamois and gold. A good commercial variety and a western prize winner. \$1.00.

- Calvin Coolidge, Jr.**—Deep rose pink, each petal edged gold. A free branching plant, with long stems holding the flowers boldly facing out. \$1.00.
- Canteen**—Broad petals of a delicate shrimp pink, suffused with gold. 50c.
- Champoege**—An unusual coloring in a dahlia, waxy yellow shading to bright peach red toward the outer ends of the petals. Plant is vigorous and insect-resistant, a free bloomer and flowers keep well. \$5.00.
- Charm**—Much admired. A pleasing combination of burnt orange and yellow. 50c.
- City of Wellston**—Rhodamine purple with tones of Tyrian rose. An early and profuse bloomer. \$3.00.
- Chemar's Orange Beauty**—A sport of Jersey's Beauty with characteristic foliage and form. Color, a pinkish orange, shaded lighter at base of petals. \$1.50.
- Dakota**—Light orange red with copper suffusion. Dark foliage. 50c.
- D. M. Moore**—Easily the best dark dahlia. An immense deep crimson maroon, with almost black center. Early. 50c.
- Dr. John Carman**—Light, brilliant, American Beauty rose color. An attractive flower. Partial shade will soften and enhance the color. \$1.50.
- Eldorado**—Large golden yellow. Size and stem good. \$1.00.
- Ellinor Vanderveer**—A beautiful dahlia of great size and depth; stems long and strong. Color a rich glowing satiny rose pink. \$1.00.
- El Ray**—A large flower of the Jersey Beacon type, originating in California. Color, a rich golden salmon. \$1.00.
- Eva Quadling**—Ox blood red, large blossoms with good depth, on long stem. \$2.00.
- Fanwood**—Clear golden yellow, high center and good stem. \$1.00.
- Florence Finger**—Compact flower on good stem. Lavender rose. 75c.
- Fort Washington**—An exceptionally large dark maroon flower. Fine for exhibition. \$1.50.
- Franklin D. Roosevelt**—A giant crimson flower of great depth and perfect formation. A recent introduction which makes a good cut flower. \$3.00.
- Frau Geheimrat Scheiff**—One of our best sellers in the popular Autumn tints. Light chamois, with slight orange suffusion, copper reverse. 75c.

- Giant Ruby**—Deep scarlet, large deep flower on long stem. \$1.
- Gloriana**—Light buff, with an exceptionally long wiry stem. 50c.
- Glory of New Haven**—Clear lavender pink. A large exhibition variety. \$1.00.
- Harry Mayer**—Pale rosaline purple, large blooms. \$1.50.
- Helen Ivins**—A beautiful orchid lavender that has been much admired. \$3.00.
- Hercules**—An enormous loosely quilled flower. Color, tangerine and deep yellow. \$1.00.
- Housatonic**—Deep velvety blood red. 75c.
- Ida Perkins**—A pure, clear white on a good stem. Free bloomer. \$1.50.
- Jeanne Charmet**—A pleasing combination of pinkish lilac on white. One of our earliest bloomers. 25c.
- Jersey's Beacon**—Large globular shaped flowers; Chinese scarlet, with a paler reverse. \$1.00.
- Jersey's Beauty**—The most popular dahlia in commerce today. Known and prized wherever dahlias are grown and conceded to be the finest pink dahlia in existence. A tall, vigorous plant. 50c.
- Jersey's Monarch**—An attractive salmon red, full center and good stem. Low growing plant. 75c.
- Jessie Day**—Deep golden buff, fine stem for cutting. 50c.
- Judge Alton B. Parker**—Coppery salmon with a golden hue. \$1.00.
- Judge Marean**—Orange yellow, red and gold—different colors predominating as the flowers develop. A free bloomer on good stems. 75c.
- Kentucky**—A sport of Jersey's Beauty, if possible more robust than the original. Jersey Beauty pink, with a lot of yellow and gold blended in, making it more of a salmon pink. \$1.50.
- King Tut**—Rich, dark, velvety, crimson Burgundy. \$1.00.
- Kittie Dunlap**—Has all that can be desired in size, substance and stem. A pleasing shade of carmine rose, similar to the American Beauty rose. \$1.00.
- Lady Christy**—A pleasing shade of old rose. Blends perfectly with Newport Wonder. \$1.00.
- Manzanola**—Free, oriental red. 25c.
- Marcella Gill**—A good florists' variety. Color, soft rose pink. Medium sized flowers, freely produced on wiry stems. 50c.

- Monmouth Champion**—One of the best of the new introductions. A prize winner in all sections. Large blooms of a brilliant orange flame color. \$2.50.
- Mrs. I. de Ver Warner**—One of the best of the Judge Marean dahlias. Large flowers, of good substance, on strong stems. Rich orchid or mauve pink. 50c.
- Mt. Hood**—Pure white, medium size, free bloomer. 50c.
- Oregon Beauty**—Loose, oriental red with golden sheen. 50c.
- Porthos**—Large, flat, short-petaled cardinal red. Tends to show a green center early in season, but later comes very good. 75c.
- Pride of Fort Morgan**—A new brilliant dark red, of the largest size. \$1.50.
- Quota**—An ideally formed compact flower with heavy petals making it a good keeper. A clear white on good stems. 75c.
- Radio**—A large blood red flower, petals edged and tipped yellow. A strong grower. \$1.00.
- Robert Treat**—Color of the American Beauty rose. Claimed by the originator to be the most outstanding novelty and best decorative type yet seen. \$1.
- Roman Eagle**—Large flat flower of burnished copper. The stem is not so good, needs disbudding. \$1.
- Rose Fallon**—A wonderful shade of reddish old rose. \$1.00.
- Rose Marie**—Broad petals make up a rather loose flower, which may show an open center. Color, reddish old rose. Foliage dark and healthy. \$1.50.
- Sagamore**—Saffron yellow with golden suffusion at center. Large and especially fine. 50c.
- Sagamore Supreme**—Introduced as an improvement on Sagamore. Plant is slightly taller than the original with very finely cut foliage. Flower is somewhat lighter in color and without the darker center. 75c.
- Salmon Supreme**—A seedling of Jersey's Beauty. Salmon orange with habit of parent. \$1.00.
- Santa Barbara**—Clear pink with a suggestion of salmon pink. Hardy bush of medium height. A striking flower. Winner of Achievement Medal in California. \$2.50.
- Shudow's Lavender**—Large flowers carried on a tall branching plant with fern-leaved foliage. Silvery lavender shading to white. \$1.50.
- Sollux**—"Sun-light" has very broad florets. Color, deep yellow. \$3.00.

Supreme Beauty—Well named. Somewhat lighter than Jersey's Beauty, with a higher center. Good stem and an exceptionally long-keeping flower. \$2.00.

Sycamore—Clear, bright yellow, borne freely on very long slim stems. 50c.

The World—Deep, rosy magenta, overlaid with garnet, with silver shadings on edges of petals. Foliage leathery; stems strong. \$1.50.

Thomas A. Edison—Very dark purplish red. Robust grower, with dark leathery foliage. The unusual color is outstanding different from any other dahlia and always attracts attention in our show ground. Makes a safe root for keeping over. \$2.50.

Treasure Island—Bright apricot, with gold and rose suffusion. Flowers erect with full high center. Bush growth strong. \$2.00.

Trentonian—Broad, leathery petals of copper and reddish bronze. \$1.00.

W. H. T.—Tall, robust grower with strong stems. Color, rich old rose or begonia rose, a shade not common in big dahlias. Florets are of good substance. \$3.00.

MINIATURE DECORATIVE

Fully double flowers, conforming to definitions of either Formal or Informal Decorative types, but less than three inches in diameter.

Little Jewel—Beautiful peach blossom pink. A wonderful cut flower. 50c.

INCURVED CACTUS

Fully double flowers with margins of the floral rays revolute (or rolled back) for one-half or more of their length. Floral rays tend to curve in toward center of flower.

Ballet Girl—Incurved narrow petals. Theoretically, orange red tipped white, often solid red. \$1.00.

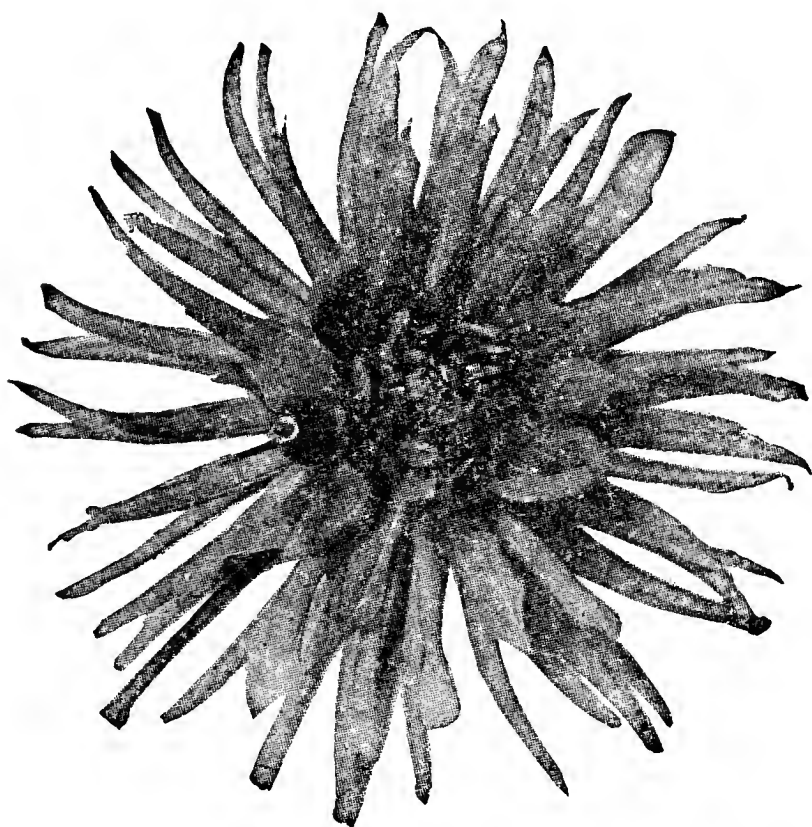
Bearclaws—Immense ruby red, tipped with tan, on good stems. \$1.00.

Chemar's Masterpiece—Flowers extra large, full and fine form. An orchid pink seedling of Mrs. I. de Ver Warner. \$1.50.

Eliza Conan—Deep, ruby-crimson and white. For the first time we are offering a new introduction of our own. The form is good, being an incurved cactus with the petals twisted and curled in an artistic fashion. The blending of color is beautiful, as shown in the picture

from a photograph taken in our garden. A profuse bloomer on good stems. \$3.00.

F. W. Fellows—Orange scarlet. Incurved, long narrow petals. 75c.



RECURVED OR STRAIGHT CACTUS

Fully double flowers with margins of the floral rays revolute for one-half or more of their length. Floral rays recurved or straight.

Ambassador—Soft yellow center, with salmon, amber and pink shadings toward tips. A sensational California variety which has captured many prizes. 75c.

Countess of Lonsdale—One of the oldest varieties in cultivation, yet hard to equal for freedom of bloom. A pleasing blending of salmon-pink and amber. 25c.

Floradora—Dark blood red. An old variety that has outlived many that have been brought out as "better." 25c.

Gladys Bates—Heavy blooms of soft tan color, tinted rose. Profuse bloomer with perfect stems. 75c.

Hoffnung—Good sized flowers of salmon or rose, shading to gold at center. 50c.

Hollywood—A free blooming rosy salmon. \$1.00.

Pink Profusion—Blush pink shading to flesh at center. Dwarf plant and a very early and profuse bloomer. \$1.00.

Rene Cayeux—Bright geranium red. A French variety which is a dependable bloomer with a good stem. 25c.

Wolfgang von Goethe—Golden Bronze, shaded orange scarlet. 50c.

SEMI CACTUS

Fully double flowers with margins of the floral rays revolute for less than one-half of their length.

Alice Whittier—Erect plant, holding the flowers well above the foliage. Large, deep flower of primrose yellow with golden glow at base of petals. \$1.00.

Cigarette—Cream ground, edged with orange red. 75c.

Col. Chas. A. Lindberg—Rose with lavender tints. Medium height plant. Very short flower stems, but a profusion of good sized flowers. 50c.

Countess of Claverly—A persistent bloomer for us in a very unfavorable season. Color, a clear pink. \$3.00.

Ebenezer—Long, twisted petals rose, purple with lighter color on back. \$1.00.

Edna Ferber—Glistening coral, shading to old rose. \$2.00.

Emma Marie—Bright violet rose shading to cream white at center. Flowers of good substance and on strong stems. \$1.00.

Farncott—Aster purple, with a majority of the petals tipped white. A profuse bloomer with flowers well above the foliage. Good keeper. \$1.00.

Frau O. Bracht—A straight-petaled, clean cut light primrose yellow from Germany. \$2.00.

George Walters—Large pinkish salmon, yellow at base. Often comes as a semi-double. 75c.

Jean Chazot—Golden bronze, suffused with nasturtium red. 75c.

Jean Trimbee—A Canadian introduction which has made good in this country. Flowers are large and of a rich petunia violet color. \$3.00.

Jersey's Radiant—Bittersweet orange. Very attractive and much admired. \$1.00.

Kathryn Donges—Immense clear sulphur yellow. Narrow petals, long and numerous. \$1.00.

Mariposa—A pleasing shade of lavender pink, intensified by a violet suffusion. The veining of the long, narrow, incurved petals adds to the beauty of the flower. An early bloomer with good stems. \$1.00.

Nagel's Roem—Salmon pink, suffused chamois. rose and apricot. \$1.00.

Nancy Carroll—A giant orange russet with a golden sheen. Another recent introduction that is quite easily grown. \$3.00.

Robert E. Lee—A bright cardinal red, which does not fade. A very attractive flower, but due to short stems, useless for cutting unless disbudded. \$1.00.

Santuzza—Coral pink of great size and depth, held erect on strong stems. \$1.00.

Sunset Glow—Yellow at base, outer part overlaid with flame. Not a long stem, but quite a free bloomer. 50c.

Tehachepi—Bright canary yellow. Broad petals. \$1.00.

The MacGregor—Spectrum red, with yellow at base of petals. \$1.00.



PEONY

Open centered flowers with three or more rows of ray florets, often with smaller curled or twisted floral rays around the disc.

Alecto—Medium sized yellow, flushed rosy crimson. 50c.

Alma Davies—Salmon pink shading to deep old \$1.00.

Bulldog—English peony-flowered, deep crimson scarlet. 50c.

City of Portland—Immense clear yellow blooms on good stems. 75c.

Dandy—Scarlet crimson. 50c.

Decoration—Creamy white, carmine shadings. 50c.

- Diana**—A narrow-petaled Hollander of very attractive crimson violet. A dependable bloomer. 50c.
- Etendard**—An English importation. Easily the best white peony we have grown. \$1.50.
- Geisha**—Orange scarlet and yellow. \$1.00.
- Giant Edelweiss**—Beautiful peony-cactus. Narrow, pointed petals of pure white. 50c.
- Gill's Newport**—Sweetbriar pink, rose center. 25c.
- King Leopold**—Light cream yellow. 25c.
- Liberty**—Bright salmon scarlet. Good stem and a variety that is sure to please. 75c.
- Lord Milner**—Very satisfactory English variety. Cream yellow shading to nearly white tips. Until late in season heavily suffused with carmine. 50c.
- Mrs. Chas. L. Seybold**—Wonderfully productive of beautiful rose pink flowers, edged with white. Color varies somewhat, due to weather conditions. 50c.
- Mrs. Irene Taft**—Petals long, pointed and incurved. Rich wine red, toned with golden yellow at center. 75c.
- Mrs. Hugh Dickson**—A low plant producing a good crop of rich salmon blooms with light buff-pink suffusion. 50c.
- Mrs. W. E. Whineray**—Broad petals of a beautiful shade of rose, suffused yellow. A profuse and continuous bloomer. 50c.
- Prairie Fire**—Orange scarlet. 25c.
- Queen Wilhelmina**—Unquestionably still the best white for cutting. A wealth of pure white blooms with good stems. 25c.
- U. S. A.**—(Stillman's) A favorite in all sections of the United States. A glistening, pure, deep orange. \$1.00.
- Waubesa**—A seedling of Queen Wilhelmina. White, with a slight shading of lavender pink. 50c.

MINIATURE PEONY-FLOWERED

All of this group are low growing plants and especially free blooming, with good stems. Very satisfactory for table decorations or small baskets.

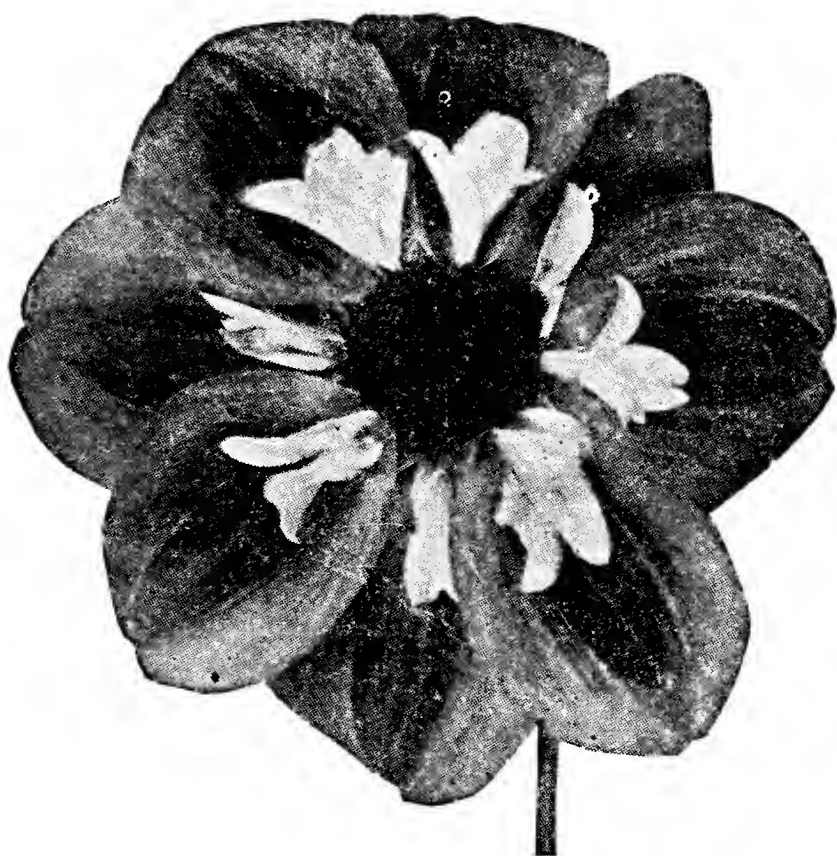
- Charissie**—The largest flower of the group. Clear rich rosy pink. 50c.
- Olivia**—Salmon rose. 50c.
- White Star**—Pure white with prominent yellow center. 50c.

DUPLEX

Open centered flowers with two rows of ray florets.

Mme. Coissard—Cerise, shaded white. 75c.

Sensation—Vermilion red, tipped white. Often a solid red, but always attractive. 25c.



COLLARETTE

Open centered flowers, one row of large ray florets, with one or more rows of petalloids, usually of a different color, forming a collar around the disc.

Albert Maumene—Crimson purple, white tip.

Diadem—Rose pink; white collar.

Eden—Pure white, new.

Fayette—Bright scarlet with lighter collar.

Gallia—Rose, mottled cream; collar cream.

Marley—Old rose and canary yellow.

Maurice Rivoire—Deep red; collar white.

Mt. Lassen—Bright red; yellow collar.

Valentine—Pale yellow, lightly flushed crimson; white collar.

Price—All Collarettes, 25c.

The leaf hopper is probably the worst pest you will have to contend with. We have found Derrisol an efficient control and not objectionable to use.

Bordeaux Mixture is a good preventive spray to be applied to under side of foliage before the hoppers arrive.

SINGLE

Open centered flowers with only one row of ray florets, or petals.

Coltness Gem Hybrids—Descendants of Coltness Gem, the famous dwarf bedding dahlia of England. Miniature single flowers very freely produced on low bushy plants. Shades of red predominate, but there are yellows and tans as well. Ideal for small baskets and low table decorations. Per dozen, assorted, \$2.50.

Helvetia—White, edged scarlet. Fern leaved foliage. Very attractive.

Koerner's White—Good keeping pure white.

Maroon Century—Rich dark maroon.

Newport Wonder—Large, pointed petals, long stems; a beautiful old rose. 50c.

Rose Pink Century—Clear rose pink.

St. George—Clear primrose yellow.

White Century—Large, pure white.

Price—All Singles, 25c.

POMPON

Having same characteristics as Ball Dahlias, but less than two inches in diameter.

Amber Queen—Amber, shaded apricot.

Arbutus—Rose pink; long stem.

Bobby—Plum color. Good bloomer.

Catherine—Bright yellow.

Clara Harsh—Yellow, tipped crimson.

Madeline—Pale yellow, edged with purple.

Pee Wee—Soft yellow, shading to brown.

Petite John—Lavender rose.

Rosalia—Long stemmed, light yellow, tipped pink.

Tom Thumb—Very small Rich garnet red.

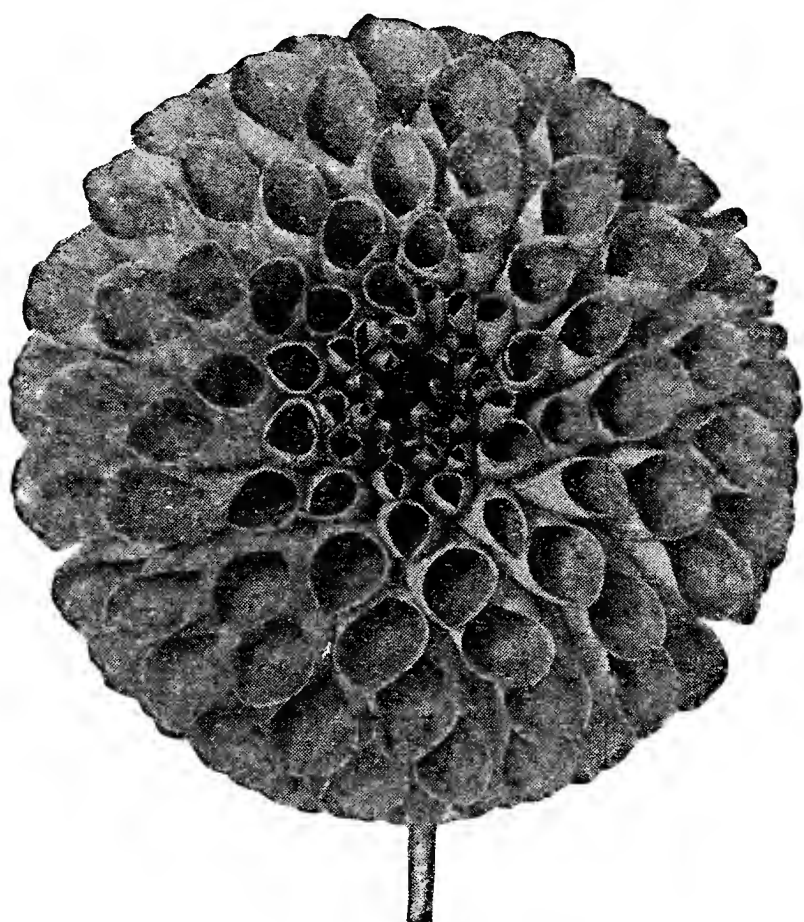
Vivid—Bright scarlet.

White Aster—Pure white.

Price—All Pompons, 25c.

All early orders—accompanied by cash—will receive a special premium.

“Short accounts make long friends”—so please remit promptly for orders placed in the Fall.



BALL

Fully double flowers, ball shaped or slightly flattened. Floral rays in spiral arrangement, blunt or rounded at tips, and quilled or with markedly involute margins. Two inches or more in diameter.

A. D. Livoni—Soft pink, evenly quilled. 25c.

F. L. Bassett—Purple and white, variable. 25c.

Dreer's White—Pure glistening white, large closely quilled flowers. 50c.

Dreer's Yellow—One of the best pure yellows in this class. 50c.

Helen Hollis—Perfectly formed. Bright scarlet. 50c.

King of Shows—Exceptionally good, both in stem and bloom. Rich golden yellow with buff suffusion. \$1.00.

Maude Adams—White, suffused lilac pink; very free. 50c.

Tillamook—Evenly quilled, light pink. 25c.

Yellow Duke—Canary yellow. 25c.

See SPECIAL OFFERS on Page 24

A FEW SUGGESTIONS AS TO CULTURE

BY J. T. FITCHETT, JANESVILLE, WIS

Proper division of the roots at planting time, water and cultivation are essential to the successful growing of dahlias.

WHEN TO PLANT.

Plant out when all danger of frost is over—about corn planting time. If received too early, roots should be placed in sand or soil and may be started indoors.

WHAT TO PLANT.

If you have old clumps, split them into as many divisions as possible with one or two sprouts on each. Do NOT pull the roots off but split the old stem and the crown (where all the eyes are located) with a sharp knife. It is as reasonable to plant a whole ear of corn as a whole clump of dahlias. A large division will produce too many tops and only poor flowers. The roots we send out are divided ready to plant. Don't worry about a small root, all you really need is a sprout or eye. A root without an eye is worthless.

WHERE TO PLANT

Best place to plant is in the vegetable garden where they can be cultivated. Spade or plow ground fairly deep. Dig a hole six inches deep, put back a little loose dirt, lay the root on its side with sprout up and cover with four inches of loose dirt. This leaves a slight depression around the stem, which is an advantage in watering. Two feet apart in the row and three and a half feet between rows is about right. If soil is heavy or rich in fertilizer, a shovel of coal ashes may be worked into each hill before planting. Put a wooden label with name written heavily in lead pencil beside each plant. It's half the fun of growing them to know their name when they bloom.

CULTIVATION.

Rake the ground thoroughly as soon as planting is completed and repeat this raking every week until plants are large enough to shade the ground. If the season is dry, water thoroughly at night once a week and rake the ground the next morning. Flowers are produced on the soft growth, and if through neglect your plants have

become hard and woody, better cut a part of the top off and start over again.

FERTILIZATION.

Fertilizer may be used to best advantage around plants just as they begin to bloom. It tends then to promote the growth of flowers rather than a rank growth of foliage.

INSECT PESTS

One of your worst pests in a dry season is the Leaf Hopper, a very small insect which sucks the sap out of the under side of the leaf and flies away as soon as you brush against the plant. The leaves appear mottled and tips turn brown, same as potato vines with the "hopper burn." We have used Derrisol—sprayed on under side of leaves—with marked success. Black Leaf 40, Red Arrow and Evergreen are also recommended. BUT, "Get 'em early."

KEEPING FLOWERS

Cut flowers early in day if possible, trim off surplus foliage and put ends of stems in HOT water for a minute. after which they may be put in cold water in the usual manner. Fresh flowers treated in this way last much longer and wilted ones are much revived by it. Do not get the hot water on flowers or leaves.

STORING ROOTS.

After a killing frost, let the roots ripen for a week, then cut off tops and dig the clumps of roots carefully. Label each variety and pack clumps in boxes on floor of vegetable cellar. If after a few weeks they seem to be too dry the roots may be covered with papers or sand, Do not divide clumps until spring.

Good Investments:

Send \$1.00 to H. J. Rahmlow, Sec'y, Madison, Wis., for a year's membership in the Wisconsin State Horticultural Society. This includes the monthly magazine "Wisconsin Horticulture," which is well worth more than the price of membership.

As a Wisconsin dahlia fan you should enlist in the Dahlia Society of Wisconsin. Send name and address, with \$1.00 for dues, to D. O. Eldredge, Secy. 170 Talmadge St., Madison, Wis.

FLOWERS ALL THE YEAR.

We are building up a series of lantern slides of the newer dahlias. Flowers are photographed at the garden and the slides hand-colored by an artist who has shown wonderful fidelity to nature. Some sixty slides are now available for use in an illustrated talk on the most popular flower grown.

Plants producing our prize winning flowers were not disbudded or forced for exhibition—but were grown under field conditions from regular stock such as we send out to our customers

NEW VARIETIES

We are growing a number of the newer varieties and invite you to come and see them.

Our dahlias are grown in territory free from the corn borer.

Delivered anywhere in United States on receipt of price.

We guarantee roots to be true to name and to reach you in a condition to grow. Planting and cultural instructions with each order.

We cannot guarantee the weather or your care. If you are not willing to give the plants reasonable care, your order is not solicited.

Our fields have been inspected and given a clean bill of health by the Wisconsin Department of Agriculture. Certificate of Inspection is on each package.

LEST YOU FORGET

WE SAY IT YET—

Obey That Impulse---Order Dahlias NOW

CENTRAL STATES DAHLIA SOCIETY, INC.

An Interstate Dahlia Organization, incorporated under the laws of Illinois and affiliated with the American Dahlia Society.

President—R. E. Berlet, 3065 Lincoln Ave., Chicago.

Secretary—F. R. Kleehammer, 3653 Diversey Ave., Chicago.

Vice-Presidents from the various states.

Aims

To promote interest in the dahlia and find strains adapted to growing in the Central States.

To stage a worthwhile show of Dahlias in Chicago each fall.

To secure a representative planting of dahlias from all parts of the country on the grounds of the Century of Progress Exposition in 1933. Also to stage exhibits of cut dahlias during the exposition.

Membership fee \$2.00, which secures you the News publications of the Central States Dahlia Society and also the Quarterly Bulletin of the American Dahlia Society. If already a member of the National society, remit only \$1.00. Fee for Commercial Growers is \$5.00. Detach and mail.



Mr. F. R. Kleehammer, Secretary
3653 Diversey Ave., Chicago, Ill.

I wish to enroll as a member of the Central States Dahlia Society and enclose herewith annual fee of \$2.00. (\$1.00 if now a member of American Dahlia Society.)

Signed

Address

SPECIAL OFFERS

These are not made up of "bargain counter bulbs" but regular stock such as we plant and ship.

They are all good varieties and are put up especially for the benefit of those who may not be familiar with varieties.

Sold only on a "cash with order" basis and sent postpaid anywhere.

Best Autumn color group, 3 Jane Cowl, (list singly \$3.00) \$2.00

Pink and Yellow, 2 Jersey's Beauty, tall and 3 Avalon, (\$3.25) \$2.25

Pink and Buff, the two best dahlias, 2 Jersey's Beauty, 5 Jane Cowl (list singly, \$6.00) \$4.00

Yellow and White, 3 Avalon, tall, 2 Quota, (\$3.75) \$2.75

Pastel Shades, Nagel's Roem, Lady Christy, Chemar's Orange Beauty Harry Mayer, Newport Wonder, Canteen, (\$6.00) \$4.50

Five Singles, all different, including Newport Wonder, (list \$1.50) \$1.00

Five Pompons, our selection, (\$1.25) \$1.00

Thos. A. Edison, Jane Cowl, Jersey's Beauty, Mrs I. de Ver Warner, Avalon, Housatonic, Margaret W. Wilson, Judge Marean, Canteen, (\$8.00) \$6.00

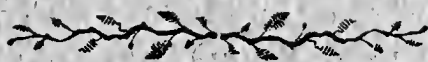
Galli Curci, Spirit of St. Louis, Ebenezer, Thos. A. Edison, (\$7.00) \$5.00

Rose Fallon, Bashful Giant, Judge Marean, Jane Cowl, Margaret W. Wilson, Alice Whittier, Jersey's Radiant, (\$6.00) \$4.00



If Interested in the Newer Iris

You will go far to find a better lot than those growing in the Janesville Iris Gardens, 744 Milton Ave. Don't fail to visit them in season.



Glad's--Good Glads

Our friends, F. M. Palmiter & Son, have so many good varieties that they are willing to sell them. Write for their list.





We Use It—We Sell It.